

## EBONY PEN

Ebony Pens are essentially pens of refinement. Elegant simplicity is the keynote of the Ebony line. With their glossy, lustrous black finish these pens present a wonderfully beautiful effect. Highly polished. Absolutely flawless. Distinctive and unusually attractive pens.

The Ebony Jewelers line may be readily identified by the numeral " 9 " indicating a band or crown of solid 14 k gold-splendidly offsetting the solid black barrel. This line presents an unusually brilliant appearance in a display case.


EBONY ASSORTMENT


The special assortment illustrated above has been made up of two dozen solid gold banded Ebony pens, all sizes. A two dozen imitation leather carrying case is furnished with this assortment, so that the pens are displayed against a rich background of velvet and satin. Dealers and their salesmen can take the case with them when calling on customers.


Same size barrel, with No. 3 nib.
39C-With 14 k gold clip and 3 k tnch band.

Same size barrel, with No, 3 nib.
3932 C -With $14 \mathrm{k}^{\circ}$ gold clip and $3 /$ inch band.
Above models without clip, \$2.00 less. Short models same price. 7:50 Same size barrel, with No. 4 nib.
$4 \dot{\circ} \mathrm{C}$-With 14 k gold clip and $3 / \mathrm{finch}$ gold band.
403/5 C -S Seme with 35 Inch godd band.
493/2 Same with 3 Save pens without clip, $\$ 2.00$ less. . Short models same price.
$39 C$ With 14 k gold ofp and 3 inch band. . . . . . . . . . . . . . . . . . . . . . . $\$ 10.50$ Without clip. $\$ 2.00$ less. Short models same price.

## LIFETIME PENS



## SPECIAL "LIFETIME" PEN ASSORTMENT

1-89C Ebony at $\$ 15.00$.... $\$ 15.00$
3-81/2C Chased at $\$ 10.00 \ldots 30.00$
8-8C Chased at \$8.75. . . . . 70.00
$\$ 115.00$

## SPECIAL "LIFETIME" PEN ASSORTMENT

This attractive assortment is furnisned, elpmplete with handsome imitation leather display case, at regular dealer's discomat: Store owners and salesmen can take this case with them when calling on their castollhers: The case is loaned free and with its; handsome plush and satin lining makes an attractive background. This plan makes sales for aggressive merchants. Many salesmen can pay their way by sales of these pens alone.

PRICE LIST SHBAFFERLS "LIFETIME" PENS
8C Lifetime-Same as 8C. except for addition of Lifetime nib. Chased or plain black finish.


T8y/3C Lifetme-Same, with thinner berrel. . . . . . . . . . 10.05 89CLifetme-Ebony finish. Solid 14k gold. Mínch band and dip............ 13.00
T89C Lifetime-Same with thinner barrel.................... . 15.00


By pressing a littie firmer on the oen point SHEAFFER S MIC time. will inge five clear carborss as casily as a hard penall.
Almost donthle the amoure of 'plemore worde frontas stllingless bother-nibre satiofection:


TBC Lifetime-
Smaller barrel than regular
8 C Lifetime.
Chased or plain black finish.... 88.75 ;"
All Lifetirne Pens are furnished in both sizes of barrel. as stown above. If the smaller barrel is wanted, Indicate by a "T" beficre the pen number. The full size barrel has a larger ink capacity.

Lifetime pers are nok furnished whour clips

##  <br>  <br> No. SC. <br> 




Na. 4SC.
pens are this length, athough barnel thicknese varics to size of pen.

## No.2M

 .82 .30No. 293/2M-Ebony finish with $1 / 2$ inch 14 K gold band......................... 5.00
No. 2SR-Gold filled ring top................................................. 3.00
Na. 2MC-Gold filled chatelaine crown .................................. . . 3.50
No. 29MC-Ebony finish with 14K gold crown......................... 6.50
No. 3S-Chat.-Longer holder. Gold filled crown...................... . 4.00
Clips cannot be attached to $2 \mathrm{M} .291 / 2 \mathrm{M}, 2 \mathrm{MC}$ and 29 MC .

There are three general lengths of pens: long. short and midget. furnished The average length of a long pen is $61 / 1$ inches in writing pasition. The sa writhg position. There is also a midget length, about $41 / 5$ inches. in No. 2 size b filled clip if "C'" is added). Numeral "9" means wide solid 14 k gold band (and solk solid gold band.



Na. 36CRC-Gold filled.
Na. $36 \mathrm{R}^{2}$ Gold filled. . . . . . . . . . . . . No. 36CRSC-Same, with longer holder.
No. 366 CRC -Reg. iensth, zolid 14 k goid. $\$ 12.00$ No. 366CRSC Same with short holder............................................ 37.0 No. 26CRC-Reg length. Sterling silver. No. 2 nib....................... 10.00
No. 26CRM-Sterling silver,
8.00

No. 26CRM-Serling silve
No. 36 CRM -Rolled gold 10.00
30.00

No. 36 RC-Gold filled 12.00

No. 36RSC-Seme with shourt hoider
No. 366 RC -Reg. length. Solid 14 k gold
No. 366 SC Sa then.

No. 26RM-Sterling silver . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 8.00
No. 26 RM -Gerring silv 8.00
10.00

No. 366 RM-Solid 14k goid 30.00


No. 36GC


No. 26 GM


No. 26HEM


Sheaffer Pencils are all made in two models-short and long. The full length models are five inches long. The short models are all equipped with a ring top and measure four inches in length. Short models cannot be furnished with clips.
Those pencils marked with an ( ${ }^{*}$ ) are furnished with pens of the same design in combination Giftie Sets, described on the back cover of this catalog. No more pleasing and attractive gift could be found. Suitable for birthday; wedding, anniversary, graduation and Christmas presents.

Individual blue boxes are furnished with each Sheaffer Pencil. These boxes contain a direction slip and it is important that a direction slip be given with each pencil sold. Plush and satin lined boxes are furnished for the more expensive pencils. A Sheaffer Pencil, reposing on such a luxurious background, makes a wonderful gift.
Never keep Sheaffer Pencils in the same case with fountain pens, unless
 separated by an air tight compartment. The chemicals in the rubber tarnish the pencils, rendering them unsightly, although no harm is done as the tarnish may readily be polished off.

Sheaffer Pencils are furnished to dealers in two separate counter case assortments. One assortment retailing for $\$ 80.00$ holds two dozen assorted pencil styles in an attractive two dozen counter display case, finished in imitation leather. Another standard assortment, with an imitation leather counter display case twice as large, holds four dozen assorted pencils retailing for $\$ 160.00$.

Large assortments of pencils are furnished in combination cases holding pens and pencils both. Write for particular prices on size assortment desired.


## SHEAFF <br> 

| AA-Nickel Filled | AB-Nickel Filled $\$ 1.50$ | AAS-Nickel Filled $\$ 1.00$ | $\underset{\substack{\text { BB }^{*}-S t e r l i n}}{\text { SUlver. } 83.51}$ ( | B |
| :---: | :---: | :---: | :---: | :---: |
| BA*-Sterling Silver. 83.00 |  | BASt-Stering Silver. $\$ 3.00$ | CB -20 Yr. 6 | C |
| CA*-20 Yr. Gold Filled. $\$ 3.50$ | Short Length | $\text { CASa } 20 \text { Yr. Gold }$ $\text { FHled. } 83.50$ | Filled. 84.0 | Go |
| $A^{*}-14 K \text { Gold }$ | ABS-Nickel <br> Filled, \$1.50 | $\operatorname{DASN}_{\$ 17.00}^{14 K} \text { Gold }$ | $\begin{gathered} \mathrm{DB}^{2}-14 \mathrm{~K} \\ \$ 25.00 \mathrm{l} \end{gathered}$ | DE |

DIRECIIONS FOR USING THE SHEAEFER PEN Just "turn the top" to operate this pencil. A quarter turn to the right propd sattion. A quarter turn to the left brings the lead back into the barred. A few $i$ To linerth and the metal push wire goes clear to the tip so that the lod drops To insert New Leads: First be mure to turn the Cap. "A" to the left Just as: Berrel. Insert new lead into the tip of the barrel ax "D.". Take out anew lead
Is your cap wurned to the left as far as it will go? Be sure of this. Then in
dif easily two-thinds of the way. Then you will meet a slight reabtance-




Attractive silk cord with gold filled and Sterling silver snaps and sliding bands. Four feet long, doubled. To be used in holding chatelaine pens, ring top pencils and watches. Worn by men and women. Length permits freedom in writing. Handsomely ornamental. Practically a necessity for every woman. Retail for seventy-five cents each, $\$ 9.00$ per doz.

Packed in this attractive counter display carton are 1728 separate lead refills to fit Sheaffer or any other standard style of mechanical pencil. The leads are packed twelve to a tin container, retailing at 15 cents per container. Twelve tin containers are packed in blue cardboard boxes, and twelve of
 these boxes are packed in the display carton. Sheaffer Blue Label leads are made to our order from especially high grade materials, selected from fine writing qualities. Wear longer and write better. In three grades, hard (H), medium (HB), soft (B).

## Sheaffers Pencil Erasers

Fitted with cup, to fit only in Sheaffer Pencils. WGSEAREERS PENCI ERASERS Selected erasure compound, exceptionally effective. Packed three in a wooden box and retailing at fifteen cents a box or five cents apiece.

| No. | Barrects | Caps | ${ }^{\text {Erasea }}$ | kings | Mechm | Shart | Nip |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 80.30 | ${ }^{20.25}$ | \%s | 10 | S0 |  |  |
|  | $\begin{aligned} & 1: 70 \\ & 1: 50 \\ & 1: 50 \end{aligned}$ | $\begin{aligned} & 335 \\ & .35 \end{aligned}$ | $\begin{aligned} & \text { :os } \\ & \hline 05 \end{aligned}$ | $\begin{aligned} & .15 \\ & .15 \end{aligned}$ | - 30 | :0a | 35 |
| BCB B ${ }^{\text {BE }}$ |  |  |  |  |  |  |  |
|  | 2.00 | $: 90$ | :os | $\begin{aligned} & 15 \\ & : 20 \end{aligned}$ | $: 30$ | $\begin{aligned} & 3: 23 \\ & \text { B.753 } \end{aligned}$ | ( |
|  | 15.00 | 4.50 | :0s | : 27 | 1.50 | - 12.25 | . 30 |



## Some of the Many Sheaffer Superiorities <br> There are hundreds of little things which make

the difference between a good and bad pen－the curve of the barrel，the fitting of sections，the ad－ justing of joints，the position of the clip．the temper－ ing of the point，the adjustment of the feed－and countless others．You cannot look for all these points when you buy a pen－you must depend upon the reputation of the maker．

The Sheaffer Pen is made by experts－recognized authorities on every detail of better pen making．It was W．A．Sheaffer who invented the lever filling device and revolutionized pen making．The Sheaffer pocket clip is anocher improvement over
 and snuggle there securely．The clip is built into the cap－ can＇t come loose．


Sheaffer gold pen points are admitted everywhere to be very best．They are made of 14 k gold and tipped with selected native iridium，imported from Tasmania．Points are hand made to insure exactness．Any kind，size or style of point may be duplicated．If you want a particular kind of point，send us the style you use and our master workmen will duplicate it exactly．

There are short，medium and long nibs；fine，medium，coarse and stub points；also extra fine，left oblique，turned up．sterno－ grapher，bookkeeper and manifold points．There is an addi－ tional charge of filty cents for manifold points．

A pen should be used several times，giving it a chance to get thoroughly wet．

If it fails to write properly after a thorough trial，take it to the nearest Sheaffer dealer，or mail to us．We want every user of a Sheaffer Pen to be perfectly satisfiod．


A－Pen Section．B－Ink Reservoir．C－Barrel with Lever．D－Feed Bar E－Gold Pen．F－Cap．with SHEAFFER Clip Attached．

PRICE LIST OR REPAIR PARTS

| Cata－ logue No． | Feed Bar | Pen Son tion | Cep | Complete Barrels with barrel．lever and pressure bar combined | $\operatorname{lnk}_{\text {Resir }}$ | Gold Pers |  | Allow－ ance Old Pens on New |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  | No． | Esch | No． | Each |
| 2 and 3 | \＄0．30 | 50.40 | 50.30 | 81.45 | 10.15 | 2 | 81.25 | 2 | \＄0．20 |
| and 6 | ． 35 | ． 50 | ． 40 | 2.10 | ． 15 | 3 | 1.50 | 3 | ． 30 |
|  | ． 40 | －60 | .30 1.30 | 2.55 | ． 15 | 4 | 1.75 | 4 | ： 40 |
| 21 and 3 ： 341.41. | ． 30 | －40 | 1.30 | 1.65 | ． 15 | 5 | 2.25 | 5 | ． 50 |
| $51.61{ }^{81}$ | ． 35 | ． 50 | 1.40 | 2.30 2.75 | 1.15 | 8 | 2.75 3.75 | 8 | ． 80 |

Cold pens can be re－pointed or straightened for 50 cents cach．Re－pointed pens are not warranted to wear well，nor to have the same quallty of point as new pens．Pens smaller then No． 4 are seldom worth re－pointing．

## Efficient Repair Service

When any repairs or adjust－ ments are needed，it is important that complete pens or pencils be sent in to our Repair Depart－ ment to insure new and old parts fitting perfectly．Empty ink out of pen before mailing．

Complete address of the shipper，in－ cluding name，street number，town and state，should be marked plainly on the package and．the pens or pencils re－ paired will be returned to this address unless otherwise instructed．


## Free Show Cases

We will furnish，absolutely free of charge，a handsome floor or counter display case to any Sheaffer．dealer：Cases are supplied according to the size assortment ordered －the dealer paying only the transporta－ tion charges from the factransp．Any finish desired will be furnished，although goldden oak and mahogany finish are the most popular．This case at a！l times remains the property of the W．A．Sheaf－ fer Pen Co．
The various sizes of per cases furnish－ ed with assortments of corresponding size are three，four and six dozen counter cases，six dozen counter uprighe，eight，twelve，sixteen， twenty－four and thiry－two dozen flog cases．Combination cases are furnished as follows： 8 dozen combination，hold ing six dozen pens and two doze pencils； 16 dozen combination，holdir twelve dozen pens and four dozen pencilt .24 dozen combination，holding sixte⿻丷木女 dozen pens and leight dozen pencit $3^{2}$ dozen combination holding twent ${ }^{\text {an }}$ lour dozen penss and welve dozen penct Larger cases are furnished on spec绍 reouest．

## Sheaffers

PROPELS After years of continuous


A slight turn to the right advances
the lead development we proudly announce - Sheaffer's Newly Perfected "Propel - Repel Expel" Pencil. The illustration to the right shows the compact, scientific construction of this pencil which involves such precise workmanship yet is so marvelously simple in operation.

There are really but two parts-the cap and the barrel. The top contains the handy eraser-ready at a touch-and will hold nineteen leads, practically a year's supply.

- The many superiorities of the "Propel-Repel-Expel" mechanism raise the Sheaffer Pencil far above any other. Of great importance is its extreme simplicity. A R.EPEL.S quarter turn of the top
 brings the lead in or out. A few turns and the lead drops out entirely. Fills from the the tip in one third the time. Leads never clog nor jam. Cannot twist nor turn while A slilht turn oo the writing.
ieft withdraw it

Note the graceful, attractive design with the symmetrical, bell-like cap, so much more pleasing to the eye than


EXPELS


A lew turns to the right discharges the lead the ordinary crown or corrugated top. Full length models have the famous Sheaffer clip-fits deep into the pocket-holds on tight. Chatelaine models with ring tops are admirable for women, as they can be carried on Sautoir chains about the neck. Men use chatelaine model to fasten to watch chains.

Sheaffer "Propel-Repel-Expel" Pencils are made in many beautiful designs including hand engraved gold and silver. Furnished in nickel silver, silver fillad Sterling silver, gold filled and solid 14 K gold. range from $\$ 1$ to $\$ 50$.

## Notice of Price Changes PENS

Following is list of price corrections on the pens Histed.

| No. 2SR | \$ 2.75 | No. 36 |  |
| :---: | :---: | :---: | :---: |
| No. 37C | $9.00$ | $\begin{aligned} & \text { No. } 366 \mathrm{CHI} \\ & \text { No. } 366 \mathrm{Cl} \end{aligned}$ | 25.00 |
| No. 37SC | 9.00 | No. 861 C | 9.50 |
| No. 36 C | 8.00 | No. 36618 C | 35.00 |
| No. 366 C | 35.00 | No. 26 RM | 8.00 |
| No. 26 C | 7.50 | No. 86 KM | 5.6 |
| No. 26M | 6.00 | No. 8661 Mm | 26.00 |
| No. 36M | 7.00 | No. 366 HEM | 42.60 |
| No. 366 M No. 36 CRC | 25.00 9.50 | No. $26 \mathrm{PM}^{\circ}$ | 8.50 |
| No. 366 Cl C | 35.00 | No. $268{ }^{\text {c }}$ | 10.50 |

"This number now designated by letter "P" instead of "HE".

## 

No. 36SC ollowing numbers disgontinued:
No. 36 SC No. 26 CRC No. 86 GC No. 366 H ESC No. 36CRSC No. 26 CRM No. 26 GCC No. 36 ECC No. 366 CRSC No. 366 RSC No. 26 GM NO. No. 36 EM

PENCILS
Following are the price changes on the Pencils in the order listed.

| DA | $\$ 18.00$ | DDS |  |
| :--- | ---: | :--- | ---: |
| DB | 18.00 | DF | 17.00 |
| DBM | 17.00 | DFS | $\$ 18.00$ |
| DCS | .17 .00 | DES | 17.00 |
| DD | 18.00 | DE | 18.00 |
| The DHES | Pencll illustrated in catalog | 18.00 |  |

iscontinued in favor of the DH catalog has been which is $\$ 35.00$.

The above prices are now offective
ne invention of the lever
device eight years ago A. Sheaffer revolutionPendom. Practically every pen of consequence now has a filler similar to this, but none have the patented original used exclusively in Sheaffer Pens. The lower photograph shows how, with one simple operation, the entire rubber sac holding the ink is absolutely deflated. Other devices only partially deflate the sac. When the Sheaffer lever snaps back the bar returns to the wallof its own accord so that the sac is free to fill instantly. In other pens the filling sac must push the bar back, which retards quick and thorough filling.

With the lever down every bit of alr is forced out. Note, on the cap. how the clip is built into the pert can'id come loose and the alrtight inser section
 features so perfected. These two alone make the Sheaffer Pen greatest of all. Yet there "are many more excellencies are manince you that your pen MUST be a

